

To: Nancy F
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Posted: 11/20/97 14:04
Opened: 12/1/97 10:27
Subject: Memo from Doug Shouse

JR angm

Dear Lee,

We're off and running! Thanks to you and your people, the initial blitz on SALEM looks terrific. Your efforts have created a new and intriguing presence for SALEM. Distribution on the all-important box styles is super and visible to the consumer. The presence war is being won -- WINSTON and SALEM are THE advertised brands on the street. My compliments to our aggressive team in Brooklyn.

We do have opportunities to optimize the effort, e.g., better creative on outside PDI pieces, ensuring the old inventory flows out fast, more temporary displays where possible, transparencies in appropriate displays/overheads, etc. But, this introduction clearly shows that Marketing and Sales can accomplish a hell of a lot together. As you know, my desire is to stay on it... i.e., sustain the "push" on SALEM to create new "pull" from the consumer.

Thank you again for a great day on the trade. It's a confidence-booster for me. Please extend my compliments to your team. So far, so good. Let's keep going.

Doug Shouse

P.S. Please stay in touch via E-mail/VoiceMail so I know your take on how it's going. Also, your contact in AV is J. D. Sheppard (extension 5038). I'll let you know you will be calling.

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